

UTAH COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	487,615	504,801	520,049	3.0%	2
Total Non-Ag Employment	184,849	175,387	174,667	-0.4%	2
Non-Ag Avg Monthly Wage	\$2,836	2,844	\$2,887	1.5%	11
Per Capita Income	\$24,372	\$23,428	n/a	n/a	n/a
Unemployment Rate*	3.7%	6.8%	7.1%	4.4%	19
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$743,810,025	\$691,703,615	\$714,957,870	3.4%	2
Travel & Tourism Related Employment	14,703	13,343	13,460	0.9%	2
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$39,495,720	\$36,248,968	\$37,392,795	3.2%	2
Transient Room Tax	\$1,715,947	\$1,764,258	\$1,680,100	-4.8%	4
Restaurant Tax	\$4,396,450	\$4,402,718	\$4,505,068	2.3%	2
Car Rental Tax	\$650,864	\$605,053	\$605,716	0.1%	3
Retail Sales					
Gross Taxable Retail Sales	\$6,226,343,090	\$6,769,759,092	\$5,782,796,069	-14.6%	2
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	20,790,400	20,432,218	21,016,686	2.9%	
Skier Days at Utah Resorts	4,249,190	3,972,984	4,048,153	1.9%	
Wasatch Mountain S.P.	312,173	341,881	359,871	5.3%	
Deer Creek S.P.	260,299	295,993	359,365	21.4%	
Utah Lake S.P.	284,740	336,952	278,664	-17.3%	
Jordanelle S.P. (2 Locations)	296,781	288,369	265,208	-8.0%	
Timpanogos Cave N.M.	123,681	138,569	120,238	-13.2%	
Camp Floyd S.P.	16,331	16,213	16,656	2.7%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

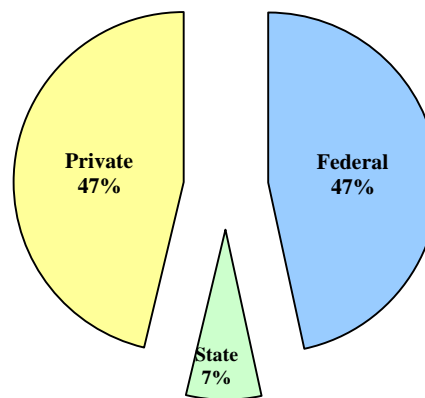
Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	1,276,055	100.0%
Federal Government	596,571	46.8%
BLM	103,279	8.1%
US Forest Service	477,397	37.4%
National Park Service	235	0.0%
National Wildlife Service	--	--
Other •	15,660	1.2%
State Government	91,446	7.2%
Utah State Parks & Recreation	147	0.0%
Utah State Wildlife Reserves	42,705	3.3%
State Trust Lands	46,577	3.7%
Other ••	2,017	0.2%
American Indian	--	--
Private*	592,306	46.4%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2010



Utah County Tourism Profile

